

AMRITHA ULLAS

Copywriter | Content Writer

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PROFESSIONAL SUMMARY

Creative Content Writer with 3+ years of experience delivering high-impact blog posts, social media content, scripts, website copy, and ad copy. Expert in SEO optimization, audience research, and data-driven storytelling, contributing to improved brand visibility, engagement, and lead conversion.

PROFESSIONAL EXPERIENCE

Senior Content Writer – Loudicon, Kochi | Oct 2022 – Present

- Created 100+ blog articles, social media posts, and website pages, contributing to a 30% increase in client website traffic.
- Developed persuasive ad copy and product descriptions that improved conversion rates by approximately 20%.
- Performed audience, competitor, and industry research to produce data-driven content, increasing audience engagement by 25%.
- Applied SEO best practices including keyword optimization and on-page SEO, improving search engine rankings for targeted keywords.
- Collaborated with cross-functional marketing teams to deliver projects on time while maintaining high editorial quality.

EDUCATION

PG Diploma in Journalism – Kerala Media Academy, Ernakulam (2021–2022)

MA English Language & Literature – NSS College Pandalam, Pathanamthitta (2018–2020)

SKILLS

- Content Writing
- Copywriting
- SEO Optimization
- Editing and Proofreading
- Research and Audience Analysis
- Social Media Management
- Creative Writing
- Communication Skills

LANGUAGES

- English
- Hindi
- Malayalam